THE MANITOBA VEGETABLE PRODUCERS' MARKETING BOARD

ANNUAL MEETING REPORTS

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THE MANITOBA VEGETABLE PRODUCERS' MARKETING BOARD

I N D E X

		Page
1.	Index	i
2.	Board of Directors' Report - J. Kuhl	2
3.	General Manager's Report - K. McLean	6
4.	Promotion Report - L. Hogue	21
5.	Committees for 1984-1985	30
6.	Directors for 1984-1985	31
7.	Directors' Attendance	32
8.	Directors' Remuneration	33
9.	Regulatory Motions	34
10.	Declared Acreage and Holdings - Potatoes	40
11.	Acreage Comparisons and Holdings - Root Crops	41
12.	Summer Crop Deliveries	42
13.	Summer Crop Acreage	43
14.	Agriculture Canada Storage Holdings Report	45

CHAIRMAN'S REPORT

TO THE ANNUAL MEETING OF
THE MANITOBA VEGETABLE PRODUCERS' MARKETING BOARD
HELD ON DECEMBER 4, 1985

Annual Meeting time is always a time of reflection, of assessment of past decisions - trying to capitalize on the good ones and finding ways to deal with the areas that did not work out favourably.

The year 1985 will go down in the history of the vegetable industry in Manitoba as one of extremes from start to finish. It all began when a number of us had to face the hard facts that the ring rot-infected potatoes we had in our storages could not be graded to meet the grade requirements of the marketplace and that hundreds of thousands of dollars-worth of potatoes had to be dumped. It continued with extremes in weather conditions - late spring snow storm, late frost, cool spring and summer, and excessive amounts of rain with some areas getting more rain in one month than they normally get during the course of a whole growing season. The 12 plus inches of snow covering our fields in early October left many of us frustrated because there was still so much crop out there to harvest. However, what looked like a hopeless situation turned around to some extent when the snow melted and we got some fairly warm weather to finish our harvest. For many of you growers that never happened because your fields were too water-logged to ever be able to get into them in fall. Hopefully, the surprises for this year are over. We know what we have in our bins in quality and quantity and must make our marketing decisions accordingly, hoping that during the course of the marketing season prices will improve and not deteriorate any further. We, the members of your Board of Directors, will do everything in our power to get the best possible price for your product that the marketplace will allow.

In our report to you at the last Annual Meeting, we mentioned that we were in the process of purchasing a computer. This purchase was finalized and the hardware is all in place now. The development of the software program was delayed because the ERDA grant for which we applied took a long time to be processed. Our application for $50,000 has been

approved. Our staff is gradually being trained to use the computer. It will, however, take some time after the software programs have been received before they will be fully implemented. Both the growers and the staff might have to exercise some patience during the change from the old system to the new computerized system.

Effective July 5, 1985 our Fieldman, Mr. Murray Chorney, resigned from his position. We wished him well in his new job and expressed appreciation for his time of involvement with the Board. It was agreed by the Board, Management, and Staff that the position would not be filled for the summer months but that the responsibilities of the fieldman would be handled internally - with the provision that the need for a fieldman would be reviewed after the busy season.

Representatives of the Board and representatives from Keystone met with Carnation and McCain to discuss several areas of mutual concern, such as pre-planting contracts, purchasing of surplus potatoes, and the criteria to be followed by Keystone in making sales. There was a good exchange of ideas and information at the meetings. The relationship between the Board, Keystone and the processors has been and remains friendly and amicable. We expressed our appreciation of their presence in the Province of Manitoba to them and indicated that we are looking forward to continuing good relationships and good cooperation with them.

A number of improvements have been made during the course of the past year, some of which you may or not be aware. This summer, a new fence was constructed around the premises as the old fence was rotten and looked very shabby. The new fence is attractively painted. The front of the building also received a face lift in the form of a new paint job. The bulk unloading facilities for trailers have been finished so that we can now take in trailer loads of bulk washed product all year-round. A bulk holding bin for potatoes washed at the Board has been installed; hopefully, it will be in operation soon. We are also taking a very close look at modernizing our packaging equipment. The old packaging line is outdated and, since we are the only grower packaging facility for potatoes and onions in the province, we need to achieve maximum accuracy and efficiency in our

packaging line. We are planning to purchase and install new equipment as soon as possible.

Your Board of Directors has represented you, the growers, on a number of occasions in Ottawa. At the beginning of March, a number of us attended the Annual Canadian Horticultural Council Meetings. The Marketing Board has two Directors on the CHC - myself and Jim Mosiewich. This year we also had our Manager, Ken McLean, attend, thus giving him more exposure to the industry. A number of growers attend annually at their own expense. The Annual Meeting agenda is always action-packed; activities range from closed to open directors' meetings where topics of general concern are presented and debated, to special committee meetings covering labour, transportation, processing, standard containers, Trade and Tariff, carrots, vegetables, potatoes, etc.

Each committee has its own area of subjects and concerns. We always make sure that we have representation at as many of the committee meetings as possible by having a Manitoba Caucus Meeting and organizing the Manitoba representation to the different meetings. This give us not only the advantage of getting information but also gives us the opportunity for input. We also gain better understanding for the similar as well as the varying circumstances in the Provinces across Canada. As your Chairman and upon recommendation of the Board, I also attended two other meetings in Ottawa. One was a meeting to arrive at a uniform stand with regards to the government proposal on Cost Recovery in inspection services. Each province had developed its own position at a provincial level. When these were presented at the meeting, it seemed as though we were so far apart that any effort to come up with a united recommendation to our Minister of Agriculture, Mr. John Wise, would be futile. However, by the end of the day we had reached common ground and the recommendation that we presented was accepted by Mr. Wise in spite of the fact that it was far from the government's projected figure of 33¢/cwt. This rate has been implemented as per our recommendation of 3¢/cwt. at shipping point, 10¢/cwt. at destination point, wholesale licence at $500/year and Registered Producer Warehouse licences at $1,000/year.

In early September, I attended a meeting in Ottawa together with grower representatives from B.C. We met with a number of government departmental officials and impressed upon them the need to implement the Surtax Legislation on potatoes in the western zone because of the low-priced potatoes coming into the B.C. market from the U.S. and the threat of low-priced imports coming into the western tariff zone. However, even though potatoes are a named commodity on the fast track surtax system and the automatic surtax price had been triggered, no action had been taken. The Minister of Agriculture had signed the surtax application and urged the Minister of Finance (whose signature is also needed for implementation of the legislation) to sign. The Minister of International Trade, however, was strongly opposed to the surtax because of the fear that the U.S. might retaliate in the area of the lumber industry and he was advising Finance not to sign. We were unsuccessful in our attempt to convince the Ministers to change their minds and apply the surtax. B.C. was advised to fill out an application for antidumping against the U.S. with the commitment that it would be expedited. B.C. proceeded immediately to do so, but to date nothing has been accomplished.

We have been and are continuing to try to keep you, the growers, informed about what is happening at the Board and in the marketplace by sending out grower letters. We recognize that, especially during the growing season, it is somewhat difficult for you to read the information that is sent out. Remember that it takes much more time to write a letter than to read it. A grower who keeps himself informed will tend to be less frustrated and more productive.

In the last mail out from the Board, you received a copy of the Annual Meeting agenda, minutes of the last Annual Meeting, and all the regulatory motions passed by the Board since our last Annual Meeting date to date in 1985. We hope that you have taken the time to read these and will be happy to answer any questions that you may have regarding them.

An annual Chairman's report would not be complete if it did not include words of thank you and encouragement to those who are involved. This year we would like to pay tribute to you, the growers - you

have again proved that quality product and service is of major importance to you. In spite of very adverse weather conditions, you have delivered produce on time and when you were unable to do so you have kept our staff informed so that they, in turn, could inform our customers. You get an A for effort this year.

To our very able Manager and his efficient executive, office and warehouse staff, we say thank you for a job well done. We recognize that it is not always easy to deal with frustrated growers and wholesalers. We appreciate your friendliness, hardwork, and loyalty to the industry. Maybe sometimes you get the impression that regardless of how hard you try it is never appreciated anyway. Well, let us just tell you again that we do appreicate you and that it is our aim to continue to develop an even better relationship with you in the future.

This year, as well as in the past, we have experienced a steady helping hand from the Minister of Agriculture, Mr. Uruski, and the people working in the Department of Agriculture, the Federal Inspection Branch, The Marketing Council, The Marketing Branch, and The Manitoba Fruit and Vegetable Wholesalers Association. We appreciate your continued support and your efforts on our behalf and we thank you for it.

In conclusion, as your Chairman, I would like to express appreciation on your behalf to the members of the Board of Directors who spend many hours in meetings and travel to develop policies and make decisions that keep this facility efficient and productive. May I remind you that they do not do it for monetary gain because it costs them much more than they get for it. I would like you to encourage them in their responsibilities. Remember: neither your Board of Directors nor the staff have control of the weather.

Respectfully submitted
John W. Kuhl, Chairman

GENERAL MANAGER'S REPORT

The 1984 - 85 crop year, with all its trials and tribulations, has long since come and gone. In fact, we _ the growers and Board staff _ have had another summer and fall equal to or worse than the 1984 - 85 season. It has been a very trying time, but no need to dwell on it right now. Let's look at last year to cheer us up.

Financial

The year ending June 30, 1985 turned out to be an excellent one, even though initial indications were not promising due to product left in the field. In the final analysis, a $104,705 profit was generated. This is an increase of $1254 over last year's profit.

This increase in our operations account, although small, is still an increase over last year. Over all, our total revenue showed a $16,035 increase over last year.

To achieve our increase in revenue, we were faced with an increase of $14,781 in our operating expenditures. Once again, this is still a very promising situation as a number of the operating expenses were directly related to things beyond our control, such as a 19% increase in pension costs (starting January 1, 1985), the purchase of software for our computer, and an increase in property taxes. Also, wages increased as did directors' fees. All in all, we were able to generate another increase in our operations account with a minimal increase in our operation expenses.

This past year, we distributed $868,423 less to growers through the pools than last year. A large percentage of that amount is a direct reflection of the root crops that were left unharvested and, consequently, unsold. Besides growers receiving less, the Board also received $13,839 less in handling charges. It is unfortunate that the best summer in the Board's history had to be dampened by such a poor fall.

One other area that some of you might question is with relation to certain pool charges, specificially brokerage, freight equalization, prepack subsidy, and selling and promotional allowances. All of these categories showed significant increases over last year.

The increase in brokerage charges is a direct reflection of the increase in export business we experienced in the summer and early fall. With regards to the freight equalization fund, that amount applies to specific crops and was deducted from those specific pools. The same situation applies to the prepack subsidy as well as to the selling and promotional allowances. The bulk of these two categories involved cooking onions and charges were directly applied against the specific cooking onion pools.

This year to date has not been a good one. All of you are aware to some extent of the weather conditions and these conditions have resulted in reduced volumes of product being marketed.

To the end of September 1985, we are showing a $34,154 loss compared to a $24,492 loss last year. When you take into consideration the fact that our volume of product was down so much (in some cases, over 70%), our projected handling charge revenue was down $20,197 from budget and approximately $13,000 from last year's actual, we would have been on par or better than last year.

Staff

The unionized staff is into the second year of a two-year contract. The contract will expire on March 31, 1986.

We have not hired any new union staff as the need for increased staff has not arisen. We are still experiencing work shortages and it would be pointless to hire full-time people only to have them laid off.

The Board has again applied and will be taking advantage of the federal government's work sharing program. This program has become a permanent part of the Unemployment Insurance Commission and,

consequently, will continue to be available to those companies that require it.

Your executive staff received salary increases this year ranging from 5 - 10%.

This past year we also added another home economist to our staff. Her name is Janice Hutsal. She started in early September and splits her time between the Vegetable Board and the Chicken and Turkey Boards.

As you are aware, Murray Chorney, our Fieldman, resigned his position in early July of this year. He accepted employment with Monsanto Chemical Company and is very happy with his new job. As Murray resigned at the beginning of our summer crop season, our busiest season, I felt that it would require more time than was available to train a new fieldman. Dorothea, Bill, Emile and myself assumed some added responsibilities and we were able to get through the summer. Besides the effort involved in training a new person at a very difficult time, there were numerous other reasons for not hiring a new fieldman. First and foremost is the fact that to get the kind of person that will do the job requires money - money that the Board is unwilling to spend. Secondly, the type of expertise that growers require can readily be found by speaking to government personnel, myself, Bill or a Director. Thirdly, the number of new growers coming into the business each year is shrinking; as a result, most growers know the score and don't require a lot of help. Later in the meeting, I would like to discuss with you, the growers, your feelings on continuing to operate without a fieldman.

This year, again, we will be having a Christmas party for our staff. It will be held on the evening of December 7th. Last year's party was very successful and we are looking forward to another enjoyable evening.

I want to mention our computer here also because the staff are involved in it being a success as much as are the programs. To date, we have implemented our payroll package and are moving into other areas of both custom and packaged software. So far, all the staff who have been exposed to the

computer and required to learn various aspects of it have done so willingly and seem quite excited about its implementation.

This past year, we honoured 3 employees who have been with the Board for 25 years of more. Joe Dowhan, Walter Dolinski, and Omer Nolan have all beem employed at the Board for 25 years or more. Omer and Walter were given gold watches; Joe was presented with an engraved clock.

Besides the 25-year people, we have also had 4 people reach the 10-year milestone. These occasions have been honoured with the gift of a dinner for the employee and a friend or spouse.

Sales and the Wholesale Trade

This past year we once again visited all of the trade in Regina, Saskatoon, Calgary and Edmonton. Our objectives once again were to ensure the wholesalers in these centres were aware of us and to deal with any problems they might have with reference to the Board.

Our reception was good almost everywhere we went and it was quite obvious that Manitoba had made a name for itself and created a demand for its produce in those provinces.

Unfortunately, all our efforts were practically pointless because we had little or nor product to offer to Saskatchewan and even less to Alberta this year. I don't know how this will affect our credibility for next year, but we will have to do our best and hope the weather co-operates.

Our potato sales for this year are lagging behind last year. This difference is attributable to slightly less sales each week and as a result of fewer export sales. We have started to move some reds into Saskatchewan recently.

Our holdings on red potatoes show approximately 150,000 x 75-pound bags more than last year. Although this seems like a large figure, up to 50,000 of these bags could be lost in grading due to quality problems. The remaining 100,000 bags of

surplus over last year should pose no problems for marketing as we cleaned up our supplies last year in April and were forced to import P.E.I. reds. That left at least two months to market Manitoba potatoes and that should be enough time to market 100,000 bags.

Overall, our red potato quality is not as good as we'd like to see. (At least, not in the product we're into right now.) There is a considerable amount of frost damage, mechanical damage and skinning in a large percentage of the growers' potatoes. These quality problems have forced us to once again offer a budget-pak 20-pound bag as a means of marketing the 2 - 4" quality potatoes. It would appear that these types of quality problems will lessen as we move further into the crop and we should see some excellent potatoes coming out of storage.

With regards to russets, it is academic to speak about holdings, as you all know. Whatever happens in the fresh versus processing market in price, movement, etc. will greatly determine the volume we'll have to move.

The quality of the russet crop is not without its problems also. Freezing injury on some of the later product stored is a problem but it appears that the major quality factor with russets this year will be hollow-heart. Some lots of potatoes are showing hollow potatoes right down to 6 ounce tubers.

This year for the first time, we have had a large supply of Yukon Gold potatoes available for the market (13,000 - 15,000 bags). We have put together a special yellow-fleshed 5-pound bag to identify the potatoes. We are offering them on our price list. Local acceptance has been slow to date, but we are optomistic there will be a spot made for this product.

We have also sold a substantial volume of Yukon Gold potatoes to the U.S. The buyers have been very happy with our product. The quality on thse potatoes is excellent and they made a very attractive pack.

Eastern supplies of potatoes are heavy as usual and prices are depressed. Fifties of whites are around $2.50 - 3.00 on the Toronto market.

In Alberta, supplies looked heavy at the start of harvest. However, an early and heavy frost from October 5th to the 7th or 8th resulted in approximately 3000 acres of the Alberta crop being damaged. Growers there are experiencing up to a 25% cull loss. So much for their surplus.

Prices on reds in Minnesota and North Dakota are weak, at present. Quotes as low as $3.50 - 4.00 for U.S. #1's, 2 - 3 1/2". Some loads have been moving this way due to quality problems we experienced in late October. Most of these lots have been identified. Hopefully, with our current better quality we will be able to stop the influx of U.S. reds.

It looks as if there is a glimmer of hope for potatoe prices, (both reds and russets) with increases coming possibly early in the New Year.

Our carrot growers took a beating this year by either losing large volumes of product to drownout or the fields being too wet to harvest. Our holdings don't look to be down a great deal from last year, but only time will tell how much mud is in the storage and (as a result) how accurate the present holdings are.

Carrot movement has been steady to date and quality has remained good considering this year's weather and field conditions. We experienced some early decay problems due to the wet conditions, but lately our only problems have been splitting and broken carrots, defects that can be graded out.

At the time of writing, all the carrot acreages in Canada had not yet been harvested.

Quebec and Ontario are still digging carrots for storage. Prices in Quebec are cheap at $3.50 and up for prepackaged carrots. Ontario also has carrots left to harvest. Prices had been as low as $4.50 for prepacks. They have, however, strengthened to around $6.50 at present. This is due to a flurry of sales to the U.S. because of the Thanksgiving holiday. Some of their later carrot fields are also not producing as well as expected with some yielding as low as 12 tons per acre. Further price increases will depend on Florida, Texas and California production. In the

West, B. C. prices have remained fairly strong at around $8.50 for prepacked carrots. Cleanup is expected before the New Year. In Alberta, Newell Vegetable Co-op has all its carrots under cover, while Eldorado Farms has approximately 80 acres left to harvest out of 200. Prices in Alberta have been following ours. They are selling at $10.50.

It appears that our carrot prices will strengthen more and remain strong until the crop is cleaned up.

Cooking onions are once again a sad story. Prices in all areas of North America are very low with little hope of strengthening. Onions are as low as $1.25 - 1.40 per 50 pound bag in Washington-Oregon. $1.75 - 2.00 in Ontario. Unless there is a major disaster in Texas and California this coming spring, we can look forward to present low prices and slow movement. Quality and size are good in all areas to date.

Our onion growers had a variety of problems at harvest time. Our early October snowfall effectively wiped out at least 200 tons and in the final analysis, this figure will be higher. Quality has been variable from unmarketable to excellent. Movement to date has been better than last year.

Spanish-type onions have been somewhat of a success story this year, although problems have existed with this crop also. Low prices in other areas have caused extremely low prices for our product especially into export markets. Even though movement is ahead of last year, it's still too slow because the total crop is much bigger and the slower movement has caused higher grade-out due to quality.

Rutabagas have been selling well this year, with 100 tons more being sold than at the same time last year. The reasons for this are an earlier start and a few extra sales to Alberta. Prices are reasonably good on rutabagas so far this year. Ontario and Quebec holdings are down this year. They have an awful lot of smalls as well as some very poor quality product. Price increases in Ontario will depnd on movement to the south and pressure from Quebec and the Maritime provinces The West is well-supplied at the moment. B. C. supplies are reported

as good, as are Alberta's. Our own holdings are double last year's, however, we imported 25 trailer loads last year (562 tons), so our holdings shouldn't be a problem. So far, quality has been excellent.

Parsnip sales are 10 tons ahead of last year with the prices also being stronger this year. This is a combination that makes growers happy. We have enjoyed good movement to Alberta this fall. Holdings don't look burdensome. All other areas are well-supplied with local suppliers until later in the year.

So far, our quality has been excellent and although a lot of mud is in storage with the parsnips, it appears the quality will remain good.

Beet sales are slightly ahead of last year and holdings are steady with a slightly higher price. Both Alberta and Saskatchewan have been using our beets and it appears that our holdings will be no problem. Quality so far has been good.

Our seed potato sales have been slow getting started due to firm prices not yet developing in the Red River Valley. This year, all of our seed has passed inspection and quality looks excellent. We have over 50,000 more bags this year so supplies are no problem. I hope all Manitoba growers look carefully at Manitoba seed before buying from anywhere else.

Once again, this year I have been part of the steeting committee putting on the Produce Retail Training course. This year we are running only one night rather than two, but even though the number of students has dropped, the quality of the course is still excellent. As was the case last year, we have had or will be having a total of four growers lecturing the class.

We have also taken the students on a tour to Portage to look at some storages. This was a particularly good exercise becuase it opened the students eyes to how much work really went into preparing the products for their shelves. This trip was especially pertinent this year when so much mud is in the storages.

The Board is continuing to take an active role in the Fresh for Flavour Foundation as well as in the Manitoba Fruit and Vegetable Wholesalers' Association. In fact, this year for the first time ever (to my knowledge) an employee of the Board, namely myself, was made a director of the Wholesalers' Association. This was quite an honour and one of which I'm very proud.

This year the Board is also taking a bigger part in the CFWA Convention. The Convention is being held in Calgary. Because a large number of our customers will be there, we have co-sponsored a luncheon. This is a step which will make us very visible in our customers' eyes.

Continuing solid relationships with our customers is essential to our business. Even though the on-going store wars have sometimes made our efforts difficult, we are still holding our own.

Equipment and Warehouse

We are constantly looking at our operation for ways to make it more efficient and, consequently, to result in costs being maintained or reduced.

We are going forward in our efforts to eliminate the use of 75-pound bags of potatoes in our prepack operation. As stated last year, we have installed a conveyor for unloading bulk washed and graded semi-trailers loads throughout the winter months. This has and will increase our use of bulk washed and graded potatoes out of our bulk holding bins.

We have also installed a 45,000 pound bulk bin at the end of our washline. This bin feeds directly into the pre-pack machines and will cut down considerably the handling of the potatoes. The bin is being wired and, hopefully, will be in operation around mid-December.

We finally sold our carrot pre-pack machines last spring. A carrot grower from Bradford bought them for $25,000. In fact, when our growers were having difficulty in harvesting their carrots, we purchased a load of prepacks from this grower. I can

report to you here and now, our machines still do a great job!

Continuing on in the area of prepacking, Don and I (as well as the Board) have done some very careful analysis of a new prepacking system. This system is run by a computer and is extremely efficient. It can package both onions and potatoes and can do so with 2 - 6 fewer people, thereby reducing labour costs. It is also very precise with regards to weights and will substantially cut scale loss. It is also much faster than any of our present machines and, depending on how the orders are received, it could conceivably pack all of our 5- and 10-pound potatoes, we well as our 3-pound onions. One other feature the machine has is that it makes its own bags, thereby reducing the cost of buying pre-made bags. Another positive point with regards to this machine is that it looks very good for a DRIE grant to help offset some of the costs.

This fall we had a situation occur where a semi-trailer was backing into our dock and hit one of the ceiling heaters causing it to begin leaking gas. Fortunately, Andrea noticed the odour and contacted the gas company, the fire department and Emile. This occurred in the early evening. Emile returned to work to help locate shut-offs and ensure the gas company looked after the problem. Both of these employees were commended for their efforts because without them there could easily have been no building.

However, as the saying goes, in every cloud there's a silver lining, so there was in this instance. We had all of the heaters in the dock area raised so that this type of accident couldn't happen again. In doing so, we discovered that we really didn't need all of the heaters that we have in the dock area and consequently, we removed two of them, This should help reduce or at least maintain our heating costs.

Last year, I reported that some extensive repair work had been performed on our coolers. I had also stated that a regular maintenance program along with some further improvements were being considered. Some further steps have been taken but, unfortunately, nothing concrete is yet in place.

Some other areas for improvements at which we are looking and will, hopefully, go ahead with next year are putting racking in cooler #3 and doing some extensive paving in our parking lot.

Some cosmetic changes that have occurred in the last year have been to paint the outside of our building and to put up a new fence. I hope all of you have noticed these improvements.

This year, with the ever-increasing number of conveyors and drop points, we have also been putting more and more effort into the area of bruise prevention. We are looking at and have changed the speed of certain conveyors and machines as well as putting additional padding in areas where necessary. We will continue with this program to ensure that the quality of product that is delivered to the Board is the same quality that leaves the Board.

Traffic

Last year it was reported that we were using only one tractor and our 3-ton truck and had the other tractor in mothballs. It was also stated that whenever we needed an extra truck and trailer we rented a driver and semi from one of the growers.

We sat down and figured out the actual cost of handling our deliveries this way, especially with the large volume of summer crops we have been delivering locally and compared it to licencing our other tractor. It was apparent that a third tractor and trailer running out of the Board wouldn't be as uneconomical as originally thought. Unfortunately, we had to find a trailer that was priced right to allow us to keep our costs in line. Well, Emile looked high and low and finally found an excellent puptrailer for $4,240.00. We purchased it and have found we've been able to make much better use of our drivers' time and give equal or better service to our customers. In the final analysis, we are coming out ahead by using three units.

Also, since we were so much busier this year, we were forced periodically to rent another driver. This was an expensive procedure and one that will not be repeated in the future.

Even though our export loads have dropped substantially in number, we have still been able to find good reliable carriers for our products. The carriers we are using have kept their rates reasonable and have allowed us to compete realistically in Alberta and Saskatchewan without you, the growers, going broke on paying freight costs.

Containers and Supplies

We use a lot of containers at the Board in a year. Some examples are 5-pound potato bags (1,250,000 bags), 10-pound potato bags (750,000 bags), and rutabaga cartons (32,000 cartons). As you can see by these numbers, it is essential that we find the lowest possible prices and yet maintain acceptable quality. I'm happy to report that Emile has continued to work very hard in this area and in fact has been able to hold the line on almost all our poly, vexar and paper containers. This is very important in keeping our products competitive in the market.

Perhaps the best news with relation to containers is in the case of rutabaga boxes. The cost of waxing and packaging rutabagas has been a major problem for the rutabaga growers. Quite frankly, they make little (or often lose) money when they sell waxed rutabagas. Well, last year we were able to get the wax cheaper, which we are still doing, and this year, starting December 1st, we are able to realize a 21¢ per carton saving. It's not a lot, but every little bit helps when you're trying to keep an industry alive.

We have continued to use Mulox bags and in fact have shipped loads of Mulox bagged potatoes into Saskatchewan.

Crops

Throughout my report I made mention of this year's crop situation and the type of conditions with which you, as growers, were forced to contend. I've mentioned our holdings, our decrease in summer crop deliveries and our deliveries to date.

One area I haven't touched on but which is of major importance to Manitoba's potato growers is Bacterial Ring Rot. As you know, last year Bacterial

Ring Rot had infected the potatoes of at least 6 table growers as well as 3 seed growers.

There was a lot of effort on the part of the growers affected and industry people to take the necessary steps to eradicate this problem. It appears that their efforts have been rewarded because even though some processing growers do have ring rot problems this year, so far no table growers have been detected as having ring rot.

With regards to our overall crop situation and acreages, we have never been closer to having the potential to supply our total marketplace including Manitoba, Saskatchewan and Alberta. All we need now is weather to produce the crops.

One other area that I mentioned in my report at the Horticultural Industry Days was that of packaging our products. If we're going to capture all of the market that is there it is essential for us to put on a professional appearance and sell this apprearance to our customers. Part of that appearance is ensuring that our products are packed in containers that clearly identify the contents as well as protect the products properly. They must also be containers that stack properly and fill a pallet fully without overlap. We must take this approach if we are going to remain competitive.

Quota Allocations

This year, quota allocations were as follows:

1. 33,348 x 75-pound bags of annual red potato quota were reduced or cancelled. This quota was first used to bring five eligible growers who requested increases up to 3000-bag quotas. The remainder of the quota was divided evenly between 22 growers who sent in requests and had quota in excess of 3000 bags or had been brought up to 3000 bags. This worked out to an increase of 1970 bags for 20 growers; 2 growers who requested less than 1970 bags received their full requests. Two new growers were given 3000 bag quotas each.

2. 10,257 x 75-pound bags of annual russet burbank potato quota were cancelled. This quota, once again, was not redistributed amongst growers as we

have lost Saskatchewan's business due to increased production in other areas and quota potatoes had been sold into that market. It was felt that even without issuing more russet burbank quota, the Board will have to sell very aggressively in order to move all quota russets.

3. 343.6 tons of annual carrot quota was cancelled. 200 tons were re-allocated to one grower.

4. 407 tons of Spanish-type onion quota was reduced or cancelled. No new quota was requested.

5. 239 tons of rutabaga quota was reduced or cancelled. 35 tons were re-allocated.

Computer

As mentioned previously, the Board has now caught up with the future and has installed a computer. I feel that it is an important enough feature that it warrants its own heading.

The system we have in place is an IBM System 36. It includes, to date, 5 terminals, 2 printers and the central processing unit. It is eventually intended to handle our payroll, accounts payable, accounts receivable, general ledger, grower accounts, pools and grower and wholesaler records. The programs to provide these services are made up of both custom and packaged software.

To date, we have not made a great deal of use of the system, with the exception of payroll and word processing applications, such as preparation of minutes, grower letters, this report, etc.

The custom programming has been started and hopefully we will be using much more of the system early in the New Year.

One other point that is well worth mentioning is that we have applied for and qualified for a grant from the federal government for $50,000 towards the software development costs.

Hopefully, by this time next year the whole system will be up and running.

Future Outlook

Our year to date has not been a good one and it would appear that our current year will be substantially down both financially and in terms of volume of product.

The good thing about that situation, if anything good can be found, is that it was a situation that resulted completely from the elements, something out of our control. We, the Board and the growers, did everything we could and made the best of a situation we couldn't control. The promising factor is that if our crops had been there, we would be once again looking at a strong year.

We are also advancing technologically, as reported, through the addition of a computer, modern packaging equipment and streamlined handling systems. This approach is necessary if we are going to keep ahead of our competition.

Also, this past year I attended the Canadian Horticultural Council meetings in Ottawa for the first time. I fould it to be a very valuable experience and plan to continue to attend the conference. I found I was able to keep contact with other people in the industry as well as with the industry itself.

This year, as mentioned, we have been offering yellow-fleshed potatoes to the trade. Although it is too early to judge the response, it is essential that we keep ahead of these types of trends.

We will also be pushing all growers who package their summer crops and root crops to put their products into proper containers. This approach is essential to keep our name first and foremost in the buyers' minds.

In closing, I want to thank the staff for the efforts they continue to put forth, some are more dedicated than others, but overall, for the most part, they all do their jobs.

K. McLean
General Manager

PROMOTION REPORT

Activities for 1985

The promotional activities conducted during the year fall into four categories. These are outlined below:

I. On-Going Activities:

To a large extent, these focus on contact with media. This contact is considered to be a high priority. Most of the media work is conducted through regularly scheduled presentations. However, every effort is made to respond to requests for interviews or information. Contact is also maintained with home economics teachers and other educators. Finally, direct contact with consumers is maintained by providing a consumer information service. A summary of this year's activities follows:

Television

- CKY - "Today's World" - 30 - 45 minutes of time are available weekly. Approximately 14,000 recipe pamphlets from this program have been distributed in 1985.
- CKND - "CKND Magazine" - 15 minutes weekly were available until September when participation was re-scheduled to once every four weeks. Approximately 5000 booklets of recipes used on this program have been distributed this year.
- additional interviews - Staff were interviewed on CKND news and the "Salki Report" on the issue of "green" potatoes.

Radio

Two "Consumer Update" tapes are produced and distributed to rural radio stations each month. These tapes are intended as public service information pieces.

- CBC Radio - Staff participated in an Open House at the station. This involved sampling of recipes and a short interview.
- Staff responded to a request for information on unusual vegetables and, later in

the year, to a request for an interview on the pumpkin situation.

- Staff participated in an hour-long phone-in program on preserving vegetables.

- CJOB Radio - Interviews on the phone-in program "Problem Corner" are generally arranged in conjunction with specific promotions.

Print

Special releases are generally distributed in conjunction with specific promotions. In addition, recipes were supplied on request to the Winnipeg Free Press (request for tested asparagus recipes) and to the Country Guide (request for tested vegetable dessert recipes). As well, staff co-operated with Dow Chemical Company (manufacturers of Zip-lock freezer bags) on a release on freezing vegetables.

Visual Aids and Teaching Kits

Visual aids and teaching kits are promoted through a resource list which is distributed three times a year to over 200 home economics teachers and other educators. The visual aids, pamphlets, posters and teaching kits are all popular, and there continues to be a demand for these materials.

Consumer Enquiries and Requests

Many enquiries are directed to the Board as a result of the media work done by staff which makes them known to the consuming public. Approximately 450 enquiries were received over the year - about 70% of these related to vegetables.

All of these activities are important in the promotion of Manitoba vegetables to consumers. Thousands of consumers and potential consumers of Manitoba vegetables are reached using these methods. This contact helps keep Manitoba potatoes, root crops and summer crops in the minds of consumers at a time when other vegetables and food products provide strong competition.

II. Promotions

Winter Stew Promotion - January 21st - February 2nd

The major objective of the Promotion was to increase sales of potates and root vegetables. Other objectives were to continue to foster co-operation with the trade and media, to keep them informed of Promotion activities, and to encourage their support, as well as to catch up on sales of small onions. Early frosts this year resulted in a shortage of supplies of some vegetables, so the Stew Promotion was a somewhat lower-key event than in the past. The budget for the Promotion was cut back by more than 50%. The focal point of the Promotion was the kick-off luncheon for trade and media where "Stew on a Stick" was served. This appetizer proved to be a big hit and an unusual idea that caught media interest. Five print articles resulted. In addition, press releases were sent out to rural and suburban newspapers, radio visits were made to four Winnipeg radio stations, and a "Consumer Update" radio tape, featuring stews, was distributed to rural radio stations. Television demonstrations were conducted on CKY and CKND. Finally, bulletins were sent out to the trade, prices were guaranteed for most vegetables and feedback from the trade was solicited. In general, all the wholesale trade appeared happy with the Promotion and reported good movement of vegetables, especially of budget-pak potatoes. The Promotion appeared to have a positive effect on the overall movement of Manitoba vegetables, especially parsnips. Movement, however, was not as high as that in 1984. The only objective not met related to the catch-up of sales of small onions. This seemed to be related to the availability of low-priced larger-sized onions, which were purchased in preference to the smaller size.

Asparagus (May)

Three cases of asparagus were given away to listeners in co-operation with CBC Radio. Support was also given through CKY and CKND television demonstrations and through a "Consumer Update" radio tape.

Salad Promotion (July 15th - August 31st)

This was the most ambitious Salad Promotion yet. It's objectives were: 1. to inform consumers that Manitoba summer vegetables were on the market, 2. to promote co-operation between the Board and wholesale/retail groups, and 3. to increase the sales

of Manitoba summer vegetables. The activities included advance press releases sent to selected media, the "Manitoba Salad Toss" featuring five media people creating their favourite salads, the Salad Banquet, salad hamper and Kraft salad dressing give-aways on CBC Radio, two releases sent to rural and suburban newspapers, bi-weekly updates and notices to the trade, a "Consumer Update" radio tape sent to rural radio stations, an interview on CJOB Radio, television demonstrations on CKY and CKND, salad banners and a media field tour. Activities were staggered throughout the Promotion in order to provide continuous visibility. The "Manitoba Salad Toss" was a fun event enjoyed by the media participants and the audience. All five participants mentioned the event on their stations or in their publications. A video-tape of the Salad Banquet. The media tour was considered a success with five media participants and one television interview. Five print articles resulted from the Promotion efforts. Almost 700 recipe requests resulted from the radio and television time. As in past years, salad bowl awards and photos were given to salad display contest winners from the various retail chains. Unfortunately, the posters did not appear to be well-used, as only about 20% of stores visited had posters on display. The media coverage and consumer requests were evidence that the Promotion gained a fair amount of visibility with the public. The various activities also appeared to be effective in fostering the co-operation desired. Lastly, the sales of summer vegetables were good; the majority of summer vegetables were completely sold. Thus, the major objectives of the Promotion were met.

New Potato Promotion (July 23rd - August 14th)

The objectives of this Promotion were: 1. to promote the sales of pre-packed new potatoes, 2. to promote the proper handling and quick turnover of new potatoes at grower, Board, wholesale and retail levels, and 3. to gain 80% of the potato market starting the last week of July to the end of August, when ample supplies of mature Manitoba potatoes are available. (Once mature potatoes are available, wholesalers are more willing to purchase Manitoba potatoes.) The Promotion activities started with a brief introduction of the Promotion at the Salad Banquet, followed by a kick-off "barbecue", a special

news release, new potato banners, a stringent quality control program, a generous warranty program, bulletins to the trade, a packaging discount on 5-pound packs, radio visits to five Winnipeg radio stations, an interview on CJOB, a "Consumer Update" radio tape for rural stations, demonstrations on CKY and CKND television stations, and incentives to producers for early top-killing. Special emphasis was placed on the lengths to which producers go in order to maintain a quality product, and on the special pricing offered to wholesalers (in the hope this special pricing would be passed on to consumers). Articles were printed in both Winnipeg daily newspapers. Approximately 715 recipe requests resulted from the television programs and radio visits during the Promotion. Again, the New Potato banners were not used as extensively as had been hoped; usage was about 12%. There were five advertised features on new potatoes during the Promotion, one of which featured pre-packed potatoes. Total new potato sales to the end of August were very good, although they were about 3% below 1984 sales. Sales in 1985 got off to a slower start initially, but surpassed 1984 sales in late August. Final evaluation of the Promotion is not yet complete, so the market share and effectiveness of promoting sales of pre-packed potatoes have not yet been determined. However, there were few claims under the warranty policy, attesting to the quality of the product and to the effectiveness of the quality control program. It is anticipated that the final evaluation will confirm that this was, indeed, a successful promotion.

Fall Harvest Salad Promotion (Oct. 28th - Nov. 16th)

This national promotion was conducted with the assistance of Kraft Foods Ltd. and the Fresh for Flavour Foundation. Locally, its prime objective was to encourage the use of Manitoba potatoes and root vegetables in fall salads. This Promotion was supported with releases and radio tapes distributed by the National Office of Fresh for Flavour. Two print articles resulted. The major feature of the Promotion was a national retail produce competition with a European trip for two as the prize. The competition was open to all Manitoba retail chains. A winner was selected and sent to be included in the draw to be held in early December. Local support consisted of a television demonstration on CKY and a "Consumer

Update" radio tape distributed to rural stations. The effectiveness of the Promotion will be determined by the National Office of the Fresh for Flavour Foundation.

National Potato Promotion (1986)

This Promotion is being organized through the Fresh for Flavour Foundation and will take place during a 1 - 2 month period in early 1986. Linda Hogue represented Manitoba at a recent planning meeting in Ottawa. (Costs are covered by all participating provinces.) A marketing firm was selected and agreement reached on the main features of the Promotion. These features will include advertising on radio and bus boards, as well as a retail potato recipe contest open to consumers. Funding for the Promotion has been obtained from producers in provinces across Canada. Further funding is being sought from Agriculture Canada.

It should be noted that the Marketing Branch of the Manitoba Department of Agriculture and the Fresh for Flavour Foundation provide assistance with most of these promotions. In addition, financial assistance was received for the New Potato Promotion from Manitoba Agri-Food Agreement, a joint provincial-federal agreement under the Economic Regional Development Agreement.

III. Displays/Exhibits

The majority of displays in which the Board participates are done on a joint basis with other commodity groups. These joint displays are co-ordinated by the Marketing Branch of Manitoba Agriculture. The position of the co-ordinator was vacant for several months in 1985, so there were fewer joint displays than usual. The Board did participate in the following diplays:

CEWA Convention (February 1st - 5th)

The Board, with the assistance of the Marketing Branch, set up a display to promote Manitoba vegetables to the trade. Information sheets on the Board and the availability of Manitoba vegetables were distibuted. A big attraction at the booth was a draw for a food dehydrator.

Special Area Group Conference - Home Economics Teachers (October 18th)

A display of teaching kits, pamphlets and resource lists was prepared for this conference. A projector was available to allow teachers to preview the filmstrips available. This Conference is an excellent way to reach rural home economics teachers. The traffic at the Board's booth was excellent. Over 400 teachers were registered for the Conference. Approximately 225 vegetable posters were distributed. A vegetable gift pack was provided as a door prize.

IV. Other Activities

During the year, a variety of small projects or activities which do not fall into the previous categories were undertaken. These include the following:

1. Continuing education - Minneapolis - Staff attended a tour of food stores and a presentation by the Home Economist working with the Byerly stores.

- Staff attended a national seminar arranged by the Organization for Nutrition Education entitled "Making Media Connections".

- Staff attended the Canadian Home Economics Association Conference.

- Staff attended a Continuing Education seminar on "Diet and Cancer" at the University of Manitoba.

2. Presentations - Staff gave a presentation on vegetable nutrition and preparation at the Retail Produce Training Course.

- Staff took part in a panel discussion on marketing boards arranged by the Home Economists in Business.

- Staff gave a brief presentation on the Fall Harvest Salad Promotion at the Canadian Fruit Wholesalers Association Annual President's Dinner in Winnipeg.

3. Staff provided information for use in resource kits on vegetables to the Red River Community College Hotel and Restaurant Administration Course.

4. A pamphlet titled "Fresh Canadian Vegetables" was reprinted through the Fresh for Flavour Foundation and is available for distribution.

5. Nutritional information on potatoes was obtained through the Nutri-Label Program at the University of Manitoba.

6. A microwave vegetable recipe pamphlet was produced and photo-copied for distribution to consumers on request.

7. The parsnip bag was revised - a new design incorporating storage information, three recipes, and a vitamin C claim was completed and is now in use.

8. The carrot bag is currently being revised.

9. Recipe testing is done on an "as required" basis for television, releases, pamphlets, etc.

10. A practicum student from the Faculty of Human Ecology at the University of Manitoba is working with staff during the current school year.

Staff

The promotions for the Board are directed and co-ordinated by full-time Home Economist, Linda Hogue. This position is financed by the Chicken Broiler, Turkey and Vegetable Producers' Marketing Boards and is shared by the three Boards. In addition, freelance Home Economist, Ruth Dyker, was employed from January to September on a part-time basis by the three Boards. During the summer, the Boards were fortunate to obtain funding through the Careerstart '85 program which permitted them to hire recent Human Ecology graduate Janice Hutsal. In late summer, a decision was made to hire a second full-time home economist to work for the three Boards. As a result, Ruth Dyker's contract was terminated and Janice Hutsal was hired on a full-time basis. A Manitoba Jobs Fund grant was obtained to help support this new position.

With the addition of a second full-time home economist, it is anticipated that further progress

will be made towards the development of further strategies in the marketing and promotion of Manitoba vegetables.

Linda Hogue
Home Economist

MEMBERS OF THE MANITOBA VEGETABLE PRODUCERS' MARKETING BOARD - 1984-85

J. Kuhl, Chairman (potato - District 2)
J. Mosiewich, Vice-Chairman (root crop) } Executive
D. Kroeker, Secretary (seed potato growers' representative) }
H. Kuhl (potato - District 1)
C. Waytiuk (potato - District 3)
T. Hnatiuk (potato - District 4)
A. Suderman (at large)
J. Moorhouse (root crop)
E. Connery (root crop)

MEMBERS OF THE MARKETING AND PROMOTION COMMITTEE - 1984-85

J. Mosiewich, Chairman
D. Kroeker, Vice-Chairman
E. Connery
J. Kuhl
H. Kuhl
T. Hnatiuk
M. K. Todd (wholesale representative)
N. Pineau (wholesale representative)
L. Allen (observer, Manitoba Department of Agriculture)

VEGETABLE BOARD DIRECTORS - 1984 - 1985

District	Director	Expires	Next 3-year Term Begins
1	H. Kuhl	1985, elected 1983	1985
2	J. Kuhl	1987, elected 1984	1987
3	C. Waytiuk	1986, elected 1983	1986
4	T. Hnatiuk*	1985, appointed 1984	1987
At Large	A. Suderman	1985, elected 1984	1985 (1-year term
Seed Representative	D. Kroeker	1985, elected 1984	1985 (1-year term
Root Crop	E. Connery	1987, elected 1984	1987
Root Crop	J. Mosiewich	1986, elected 1983	1986
Root Crop	J. Moorhouse	1985, elected 1982	1985

* 1 year appointment - expires 1985.

DIRECTORS' ATTENDANCE AT MEETINGS

From December 3, 1984 to

November 25, 1985

	Marketing and Promotion Committee		Board and Executive	
	Attended	Missed	Attended	Missed
J. Kuhl, Chairman District 2	28/30 93%	2/30 7%	20/21 95%	1/21 5%
J. Mosiewich, Vice-Chairman Root Crop	24/30 80%	6/30 20%	18.5/21 88%	2.5/21 12%
D. Kroeker, Secretary Seed Grower Representative	28/30 93%	2/30 7%	19/21 90%	2/21 10%
H. Kuhl District 1	14/30 47%	16/30 53%	14/19 74%	5/19 26%
C. Waytiuk* District 3	11/17 65%	8/17 47%	12/19 63%	7/19 37%
T. Hnatiuk District 4	8/29 28%	21/29 72%	9/19 47%	10/19 53%
A. Suderman* At Large	13/17 76%	5/17 29%	15/19 79%	4/19 21%
J. Moorhouse* Root Crop	14/17 82%	4/17 24%	13.5/19 71%	5.5/19 29%
E. Connery Root Crop	14/30 47%	16/30 53%	12.5/19 66%	6.5/19 34%
D. Jeffries Summer Crop Growers' Rep.	6/17 35%	11/17 65%	----	----

* - In addition, A. Suderman and J. Moorhouse attended one Marketing and Promotion Committee as alternates; C. Waytiuk attended two Marketing and Promotion Committee meetings as an alternate.

DIRECTORS' REMUNERATION

December, 1984 - November, 1985

	Chairman	Fees	Expenses	Total
J. Kuhl	$1,800.00	$1,125.00	$700.00	$3,625.00
D. Kroeker		1,100.00	725.00	1,825.00
A. Suderman		675.00	400.00	1,075.00
H. J. Kuhl		675.00	375.00	1,050.00
T. Hnatiuk		400.00	300.00	700.00
C. Waytiuk		500.00	350.00	850.00
E. Connery		625.00	400.00	1,025.00
J. Mosiewich		975.00	650.00	1,625.00
J. Moorhouse		700.00	400.00	1,100.00
D. Jeffries		150.00	150.00	300.00
G. Gowryluk		25.00	25.00	50.00

REGULATORY MOTIONS: THE MANITOBA VEGETABLE PRODUCERS' MARKETING BOARD
NOVEMBER 26, 1984 TO NOVEMBER 18, 1985
DISTRIBUTED AT THE ANNUAL MEETING, DECEMBER 4, 1985

MOTION - VB 199/84 - . . . moved that, based on committments made by growers not to take certain payments due them by the Board until January 1985, $1000 of the interest earned by these monies left in the Board accounts be transferred to the Root Crop Research Fund from the Board's general funds and that money from the Root Crop Research Fund be used to pay the deficit incurred in the onion skinning research project undertaken by L. Allen of Manitoba Agriculture.

CARRIED

MOTION - VB 216/84 - . . . moved that all Directors representing potato growers be members of the Potato Quota Review Committee.

CARRIED

MOTION - VB 217/84 - . . . moved that all Directors representing root crop growers be members of the Root Crop Quota Review Committee.

CARRIED

MOTION - VB 218/84 - . . . moved that the Vegetable Board Executive comprise the Negotiating Committee.

CARRIED

MOTION - VB 220/84 - . . . moved that the Vegetable Board Executive comprise the Marketing Strategies Committee.

CARRIED

MOTION - VB 231/84 - . . . moved that Kroeker Farms be granted a 600 ton Spanish-type onion quota. If and when another grower applies for new or increased Spanish-type onion quota, additional quota would be issued to a second grower.

CARRIED
D. Kroeker declared conflict-of-interest and abstained.

MOTION - VB 16/85 - . . . moved that the Board lobby strongly for inclusion of sections 56 and 57 of the current CAPS Act in the new CAPS Act.

CARRIED

MOTION - VB 20/85 - . . . moved that the Board recommend to the employees that a change from the current defined-benefit plan to a money-purchase pension plan as outlined by Reed Stenhouse be made. Such a change would involve approximately $48,311 of the current surplus being credited to the

pension accounts of specific employees as indicated in the appendix to the analysis; the remainder of the current surplus less the costs of changes to the pension plan would be credited on a pro-rata basis to employees currently in the pension plan based on their individual shares of the dollar value of the current total fund after the distribution of specific monies as indicated in column 6 of the Reed Stenhouse analysis appendix.

The above action would mean that the current pension plan would be cancelled and that the entire fund to the credit of each employee would be credited to each employee under the money-purchase pension plan.

If the employees approve the change to a money-purchase pension plan, the Board will employ Reed Stenhouse to tender the new money-purchase plan in accordance with the new Manitoba Pension Legislation and to administer the new plan based on the quote made earlier of approximately $500/year.

CARRIED
No contrary votes

MOTION - VB 25/85 - . . . moved that the Board accept the recommendations of the Root Crop Quota Review Committee regarding quota increases, as follows:

Carrots - increase quota of Jamor Farms by 200 tons
Rutabagas - increase quota of P. Parisien by 35 tons
Onions - no increases granted
Parsnips - no increases granted.

CARRIED

MOTION - VB 31/85 - . . . moved that when an exchange rate is involved in the determination of price of an item sold on a direct-priced basis, the Canadian price at the time of sale (not the amount received on payment by the purchaser) shall be the price used when deciding if the direct-priced payout would be higher than the pool price.

CARRIED

MOTION - VB 38/85 - . . . moved that the Board increase the allowance on Mulox bags for red and russet burbank potatoes to 60¢/cwt.

CARRIED

MOTION - VB 41/85 - . . . moved that for 1985 - 86, the total red potato quota be averaged for the last three years (1981-82, 1982-83, and 1983-84) of quota and open-quota deliveries to June 1st of each year minus the overquota deliveries for early marketings prior to full supply of new potatoes being available. Note: direct-priced potatoes are not to be included in the above calculations.

CARRIED UNANIMOUSLY

Regulatory Motions: The Manitoba Vegetable Producers' Marketing Board
November 26, 1984 to November 18, 1985
Distributed at the Annual Meeting, December 4, 1985

MOTION - VB 42/85 - . . . that no new russet burbank quota be issued this year.

CARRIED

MOTION - VB 54/85 - . . . moved that the $525 claim against 75 bags of parsnips be paid from the Board's claims fund.

CARRIED

MOTION - VB 59/85 - . . . moved that for the balance of the 1984 - 85 marketing season, the Board's policy regarding delivery of russet burbank potatoes in Mulox bags be changed to permit a discount of 75¢/cwt. for deliveries in Mulox bags. This amount will be charged directly to the grower - there will be no pool involvement.

CARRIED

MOTION - VB 67/85 - . . . moved that the quota transfer request of S. Dutka to transfer his 136 bags of red potato quota to his son, B. Dutka, be granted.

CARRIED

MOTION - VB 68/85 - . . . moved that the Board accept Spectra's quotation and authorize K. McLean to sign an appropriate contract. (K. McLean is to attempt to obtain wording in the contract that will not jeopardize the Board's eligibility for an ERDA grant for this project.) The contract is to include the electronic spreadsheet, the system with 90 MB of storage and a price of approximately $124,000 plus installation and training.

CARRIED

MOTION - VB 69/85 - . . . moved that the above definition be adopted as a policy definition of the Board.

CARRIED

"An independent grower is defined as follows:

1. Produces his product on land that can be clearly and separately identified.
2. Plants, harvests, sprays, cultivates, etc. with his own equipment or, through a pre-arranged documented agreement, uses another producers' equipment.
3. Maintains a complete set of records regarding costs, returns, sales, etc. and has these records available should they be requested by the Board.

4. If he has a quota for a controlled product, does not produce or market that product in association with any other registered producer who has a quota for that same controlled product.
5. Stores product in his own storage or, if in another grower's storage, the product must be identified in a manner to permit separate identification."

MOTION - VB 83/85 - . . . moved that the Board respond to CHC's letter regarding a national potato promotion by indicating that Manitoba feels the promotion should be a fresh potato promotion, and that the fresh portion of Manitoba's potato industry would like to participate in such a promotion. Regardless of the type of promotion, Manitoba would like to send a representative to the initial meeting. K. McLean is to be that representative.

CARRIED

MOTION - VB 88/85 - . . . moved that the promotion budget for the period July 1, 1985 to June 30, 1986 be approved at a total of $74,000.00 of which $27,400.00 will be derived from the general budget, administration.

CARRIED

MOTION - VB 99/85 - . . . moved that the late applications for registration of root crops and potatoes listed above be approved.

CARRIED

Root Crops

L. Arendse	15 acres cooking onions
S.B. Veg. Growers	60 acres cooking onions
Jeffries Brothers	135 acres carrots
	30 acres parsnips
	26 acres contracted carrots
Kroeker Farms	137 acres cooking onions
	15 acres seeded Spanish onions
	57 acres transplanted Spanish onions
R. Loganberg	1/2 acre transplanted Spanish onions
J. Botterill	10 acres onion sets
	11 acres pickling onions
	10 acres contracted pickle onions
J. Yendrowich	1/8 acre carrots
	1/8 acre cooking onions
	3 flats transplanted Spanish onions

Regulatory Motions: The Manitoba Vegetable Producers' Marketing Board
November 26, 1984 to November 18, 1985
Distributed at the Annual Meeting, December 4, 1985

Potatoes

S. B. Vegetable Growers Ltd.
Premium Pak Potato Farms
Larry Galka
Harvey Frank Loewen
Joseph Yendrowich
Jim Petaski
Kreviazuk Brothers
Roger Brick
Isaac Buhler & Son
J. Chizick
Wes Dyck
Forest Hills Ranch Ltd.
John Galka
Kroeker Farms Limited
Abe Loewen
E. D. McEachern Ltd.
Donald McPherson
Casimir Petaski
Southern Manitoba Potato Co. Ltd.
Suderman Brothers (1981) Ltd.
Schmidt Farms Ltd.

MOTION - VB 101/85 - . . . moved that the freight equalization reserve of $18,056.63 at June 30, 1985 be paid back to participating growers on a pro-rata basis.

CARRIED

MOTION - VB 109/85 - . . . moved that the following Freight Equalization policy be adopted:

FREIGHT EQUALIZATION POLICY

1. All old crop potatoes delivered after June 30th and grown in the previous year will have freight equalization deducted.

2. Any freight equalization required to market old crop potatoes after June 30th will be recovered only from old potatoes delivered after June 30th. Should there not be enough freight equalization funds available, the pools for those specific potatoes will make up the shortfalls.

3. Any surplus from freight equalization on old potatoes delivered after June 30th will become part of the new crop year's fund.

August 28, 1985 CARRIED

Regulatory Motions: The Manitoba Vegetable Producers' Marketing Board
November 26, 1984 to November 18, 1985
Distributed at the Annual Meeting, December 4, 1985

MOTION - VB 111/85 - . . . moved that the following late registrations be approved as received:

J. Campeau	¼ acre cooking onions ¼ acre transplanted Spanish-type onions
Jordan Farms	3 acres pickling onions unspecified contracted sets and pickling onions
Border Potato	200 acres Russet Burbanks 1427 acres contracted Russet Burbanks
W.J. Siemmens Farms	25 acres Russet Burbank seed
Boyne Farms	55 acres Norlands 55 acres "gems"

CARRIED

MOTION - VB 121/85 - . . . moved that the late application for registration of potatoes by A. M. Briggs be approved.

CARRIED

POTATOES

DECLARED ACREAGES

	1982-1983	1983-1984	1984-1985	1985-1986
TABLE POTATOES				
Reds	4,540.00	4,665.00	4,463.00	5,150.50
Russet Burbanks	1,172.75	982.00	830.00	920.00
Whites	137.00	67.00	---	76.30
Yellow Flesh	---	---	---	162.00
CONTRACTED PROCESSING				
Reds	110.00	70.00	230.00	180.00
Russet Burbanks	10,510.00	9,350.00	10,254.00	10,161.00
Whites	2,119.00	3,180.00	2,020.00	1,982.00
NON-CONTRACTED SEED				
Reds	358.00	333.00	440.00	446.00
Russet Burbanks	266.00	240.00	328.00	219.00
Whites	207.00	182.00	203.00	283.00
Yellow Flesh	---	---	---	15.00
CONTRACTED SEED				
Reds	---	---	---	---
Russet Burbanks	1,026.00	695.00	1,658.00	1,284.00
Whites	75.00	70.00	50.00	40.00

	Deliveries* from start to Nov. 16/84	Holdings* on Nov. 16/84	Deliveries* from Nov. 16/84 to finish	PRICE LIST* Nov. 16 1984	Nov.15 1985	Deliveries* from start to Nov. 15 1985	Holdings* on Nov. 15 1985
REDS	240,058	480,329	409,657	$7.00	$5.50	206,628	633,856
RUSSET BURBANK	19,510	112,094	78,072	7.75	5.50	13,317	112,963

* Prices and figures per 75 pounds

ACCURACY IN ESTIMATING HOLDINGS

	1981-1982	1982-1983	1983-1984	1984-1985
REDS	99%	88%	99%	85%
RUSSET BURBANKS	95%	94%	69%	69%
WHITES	171% (over estimated)	80%	--	--

ROOT CROPS

ACREAGE COMPARISON

	1982-1983	1983-1984	1984-1985	1985-1986
RUTABAGAS	172.00	127.50	126.00	118.50
PARSNIPS	78.00	81.00	80.00	69.00
COOKING ONIONS	416.00	424.00	450.00	385.38
SPANISH-TYPE ONIONS-trans.	29.00	13.00	36.00	58.75
-seeded	18.30	10.00	20.00	23.25
PICKLING ONIONS	48.00	24.00	29.00	35.00
BEETS	11.75	15.00	17.00	13.13
CARROTS	259.00	214.00	230.00	287.88

	Deliveries from start to Nov.16/84	Holdings on Nov.16/84	Deliveries from Nov. 16/84 to finish	PRICE LIST* Nov.16 1984	PRICE LIST* Nov.15 1985	Deliveries from start to Nov.15/85	Holdings on Nov.15/85
CARROTS	1647 T	1219 T	1098 T	$ 7.00	$ 7.50	1525 T	1054 T
RUTABAGAS	508 T	496 T	385 T	7.75 waxed	8.50 waxed	608 T	1019 T
PARSNIPS	131 T	292 T	243 T	11.00	16.00	141 T	405 T
COOK. ONIONS	1149 T	2684 T	2312 T	5.25	4.75	1270 T	2642 T
BEETS	51 T	30 T	26 T	7.00	9.00	57 T	32 T
SPAN. ONIONS	366 T	124 T	131 T	8.75	6.50	435 T	474 T

* Prices per 50 pounds

ACCURACY IN ESTIMATING HOLDINGS

	1981-1982	1982-1983	1983-1984	1984-1985
CARROTS	73%	88%	79%	90%
RUTABAGAS	75%	88%	85%	78%
PARSNIPS	54%	110% (over-estimated)	114% (over-estimated)	83%
COOKING ONIONS	91%	79%	92%	86%

SUMMER CROP DELIVERIES

	1983-1984	1984-1985	1985-1986
ASPARAGUS	31.26 T	29.90 T	40.12 T
BEANS - Green	15.11 T	21.24 T	11.09 T
- Wax	13.28 T	19.96 T	7.57 T
BRUSSEL SPROUTS	---	---	---
BROCCOLI	29,055 cases	36,023 cases	31,650 cases
CABBAGE - Green	160.58 T*	503.00 T*	460.45 T*
- Red	14.18 T	75.00 T	89.05 T*
- Chinese	12.24 T	23.00 T	23.09 T
- Savoy	5.26 T	13.00 T	16.28 T
CAULIFLOWER - White	6,576 dozen	5,308 dozen	4,444 dozen
- Cello	1,859 dozen	7,316 dozen	12,026 dozen
CELERY - 24 count	79 cases	4,474 cases	3,535 cases
- 30 count	36 cases	4,055 cases	2,755 cases
CORN - Regular	---	1,280 dozen	---
Hydro-cooled	6,895 dozen	8,915 dozen	---
CUCUMBERS - Dills	14.50 T	12.20 T	.79 T
- Slicing	8.99 T	1.65 T	---
- 24 count	12,073 cases	24,038 cases	17,291 cases
DILLWEED	.49 T	1.37 T	1.30 T
EGGPLANT	6.94 T	7.26 T	3.54 T
LETTUCE - Green	1,414 dozen	4,202 dozen	6,406 dozen
- Red	24 dozen	642 dozen	352 dozen
- Romaine	456 dozen	2,762 dozen	2,716 dozen
ONIONS - Green, bunched	143,344 dozen	196,744 dozen	144,788 dozen
- Pickling	58.88 T	40.38 T	47.47 T
PEAS - Green	1.03 T	1.51 T	.89 T
- Snow	.30 T	---	---
PEPPERS - Green	58.76 T	77.84 T	20.82 T
- Yellow	1.45 T	2.06 T	---
- Red	.06 T	2.53 T	---
PUMPKIN	30.12 T	38.88 T	37.64 T
RADISH - Bunched	11,060 dozen	8,384 dozen	6,532 dozen
- Bulk	93.12 T	.48 T	17.49 T

Summer Crop Deliveries - continued

	1983-1984	1984-1985	1985-1986
SPINACH - Bunched	---	2,549 dozen	2,779 dozen
- Cello	197 cases	1,993 cases	2,186 cases
SQUASH - Acorn	9.05 T	17.00 T*	8.43 T
- Buttercup	5.30 T	10.00 T*	7.29 T
- Butternut	1.05 T	5.60 T	.13 T
- Green Zucchini	20.54 T	15.29 T	9.35 T
- Hubbard	5.96 T	12.20 T*	7.94 T
- Vegetable Spaghetti	6.61 T	12.20 T	11.28 T
- Vegetable Marrow	3.88 T	8.63 T	6.62 T
TOMATOES - Green	---	5.66 T	---
- Pink	10.85 T	3.99 T	---

* - sales incomplete

SUMMER CROPS ACTUAL ACREAGE

	1983-1984	1984-1985	1985-1986
ASPARAGUS	30	38	38
BEANS - Wax	11.6	15	26.75
- Green	12.2	14	26.75
BROCCOLI	112	110	120
BRUSSEL SPROUTS	.06	---	.58
CAULIFLOWER - Early	19	24	28
- Mid-season	23.3	29	28.25
- Late	23.5	25	24.25
CELERY - Early	2	7	6
- Mid-season	4	8	6
- Late	4	8	5
CORN	87.5	36	19.25
CUCUMBERS - Seeded, Slicing	22	25	38.75
- Dills	6.75	16	5.5
DILLWEED	.87	1.25	1.13
EGGPLANT	.28	1	2

Summer Crops Actual Acreage - continued

	1983-1984	1984-1985	1985-1986
LETTUCE - Leaf	.50	25	14.5
- Head	.125	.50	---
BEETS - Bulk	15	15	13.13
- Bunched	.25	1.25	3.75
CABBAGE - Green-early	7.62	14	18.50
-mid-season	12.25	30	7.66
-late	16.80	25	30
- Red -early	.25	2	5
-late	2.3	9.5	9.5
- Chinese-early	.50	2	1.5
-late	1	2	1.5
- Savoy -early	.25	.25	.50
-late	.50	.75	.63
ONIONS - Multipliers	3	1	2
- Green	27	23	25
PEAS	1.78	2.50	1.83
PEPPERS - Green Sweet	16.56	13	18
- Red Sweet	.75	.13	1.13
- Red Hot	.62	.13	.25
- Banana	.75	.38	1
- Yellow	---	---	.75
PUMPKIN - Sugar	.90	.75	2.25
- Field	3.65	8.4	7.75
RADISH - Bunched	45	8	20
- Bulk	25	10	20
SPINACH	1.5	6	10
SQUASH - Acorn	5.75	5.5	3.38
- Buttercup	4.75	3.9	2.5
- Butternut	1.5	1	1.75
- Hubbard	2.75	2.8	1.13
- Vegetable Marrow	2.75	2.6	1.25
- Vegetable Spaghetti	1.75	3.6	1.88
TOMATOES - Staked	2.25	2	9.25
- Wild	7	7	1.25
ZUCCHINI	9.12	4.9	2

NOVEMBER 1, STORAGE REPORT
RAPPORT D'ENTREPOSAGE DU 1er NOVEMBRE

	CARROTS CAROTTES		ONIONS OIGNONS		CABBAGE CHOUX		RUTABAGAS		POTATOES POMMES DE TERRE	
	thousand pounds – milliers de livres								000 cwt. milliers de 100 livres	
	1984	1985	1984	1985	1984	1985	1984	1985	1984	1985
	(B)	(B)			(B)	(B)	(B)	(B)		
P.E.I./ I.-P.-E.	4400	3650			500	200	5150	4600	A)16485	13990
N.S./N.-E.	2623	6438	–	50	445	196	950	1890	422	335
N.B./N.-B.	1038	2385			1589	1973	1727	979	A)9953	11203
MARITIMES	8061	12473			2534	2369	7827	7469	26860	27528
QUE.	105793	61766	50875	B)51349	27869	26145	28035	24847	B)5445	6885
ONT.	154485	127907	B)148575	B)140422	8510	4927	81250	50850	4124	B)4091
MAN.	2920	2580	6400	7262			1150	2142	5341	6121
SASK.							150	510	368	562
ALTA./ ALB.	4800	11400	2400	B)3800	1490	1570	980	1420	3363	3913
PRAIRIES							2280	4072	9072	10596
B.C./C.-B.	2105	4974	B)8577	9506	5703	6048	8712	2764	1025	1367
TOTAL	278164	221100	216827	212389	46106	41059	128104	90002	*46526	50467

* Revised - Revisé

A) Adjusted to Agriculture Canada's seasonal disposition of potatoes
Ajusté des chiffres d'Agriculture Canada sur l'écoulement saisonnier des pommes de terre

B) Harvesting and storing incomplete
L'arrachage et l'entreposage se poursuivent

NOVSTORAGE.1